

# ACTION

**Action** brings you adrenaline-pumping entertainment. Our smash hit movies with spies and tough guys, adventurers and kung-fu masters will get your pulse racing. Catch the world's greatest heroes like Jason Statham, Bruce Willis and Jet Li. What are you waiting for? Get some!

## movies

### The Losers

After being betrayed and left for dead, members of a CIA black ops team root out those who targeted them for assassination. Stars Chris Evans, Jeffrey Dean Morgan and Zoe Saldana.

### Man on Fire

In Mexico City, a former assassin swears vengeance on those who committed an unspeakable act against the family he was hired to protect. Stars Denzel Washington and Dakota Fanning.

### I, Robot

In the year 2035 a techno-phobic cop investigates a crime that may have been perpetrated by a robot, which leads to a larger threat to humanity. Stars Will Smith and Bridget Moynahan.



Man on Fire

## new truTV series

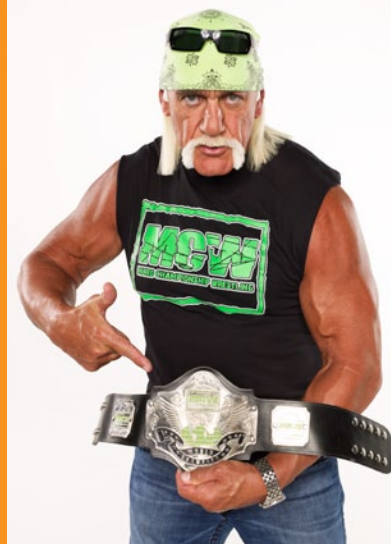
### Hulk Hogan's Micro Championship Wrestling

You've seen professional wrestling on TV, but are you ready for the most extreme pro wrestling league ever to hit the ring? Hulk Hogan brings you *Micro Championship Wrestling*, home of the world's most outrageous professional athlete-performers... and they're all under five feet tall!

### South Beach Tow

From Executive Producer Jennifer Lopez: *South Beach Tow* takes you inside the action-packed world of Tremont Towing, a family business set in beautiful South Beach, Miami. With 8 million people coming to party every year, the city is swamped with cars and crazy drivers and there aren't enough parking spaces for all of them. The Tremont team may be a family, but the dollar reigns supreme, making for hilarious confrontations and unpredictable situations.

Hulk Hogan's Micro Championship Wrestling



## new truTV seasons

### Hardcore Pawn Season 4

In a time when creditors have closed their purse strings and stopped lending, the residents of Detroit know they can always rely on American Jewelry and Loan, "the working man's bank." The Gold family and their employees never know what to expect when people's personal items are on the line and conflicts escalate. These pilots take us into the zany world of a large, lucrative pawn shop and the amazing people who bring in everything from alligators to prosthetic limbs. Every pawn ticket has a story and there are over 40,000 stories in the warehouse to tell.

### Las Vegas Jailhouse Season 4

Spend a night in the slammer with the cops in this Las Vegas lockup. Go behind-the-scenes with the men and women of law enforcement for all the fights, drunken rampages, terrifying showdowns and hilarious oddballs on the Strip.

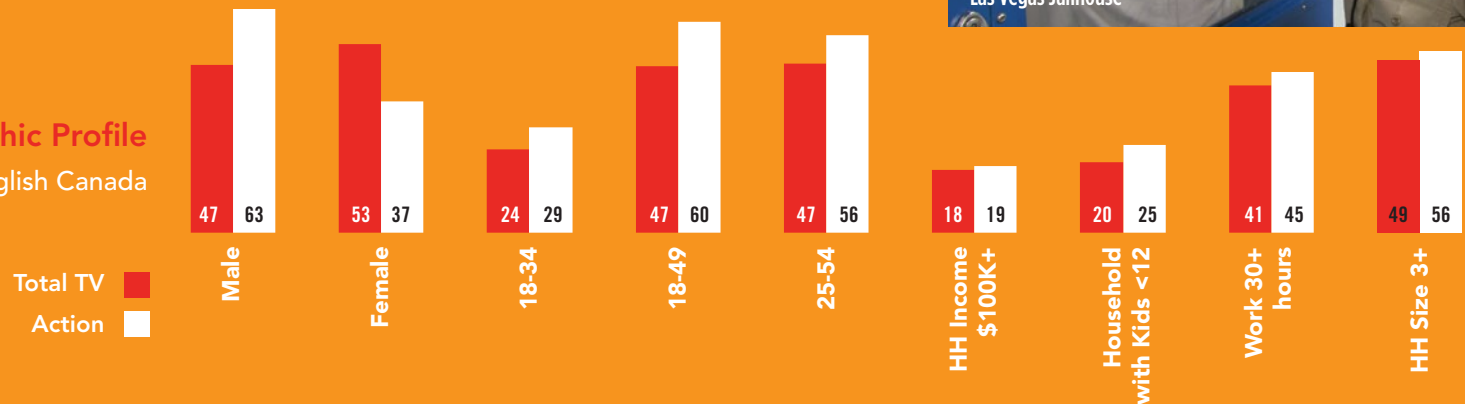


## Audience Profile

### Demographic Profile

% of A18+ AMA, English Canada

Source: BBM Canada PPM Data, % of A18+ AMA, English Canada, M-Su 2a-2a (FL11 STD: 8/29/2011 to 11/27/2011)



### More likely to:

- Travel for business within their own province (109) or the U.S. (111)
- Have visited a casino in the past 4 months (110)
- Own a pre-paid mobile phone (113) and download music on their computer (112)
- Use their mobile device to download music (111), video (118) and for listening to the radio (125)
- Have a personal loan (109), Registered Education Savings(106) or Registered Retirement Income (107)
- Have spent up to \$15,000 on a vehicle (117, past 2 years)

Source: BBM Canada PPM Data (FL11 = Aug 29 – Nov 27/11) / English Canada / Comp% of A18-54

## Key Research Findings

- Experienced an increase in audience in FL11 vs. FL10 - +6% for A25-54; +5% for W25-54
- Fall 2011 free preview added 1.7 million additional households to Action's current subscriber base of 4.7 million for a combined total of 6.4 million

Source: BBM Canada PPM Data (FL10 = Aug 30 – Nov 28/10, FL11 = Aug 29 – Nov 27/11) / Total Canada A25-54 AMA(000) unless otherwise noted